LEO BURNETT U.S.A.

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September 28, 1994

Ms. Shelby Town-Rafferty
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017

RE: Final Counts Parliament Direct #5

Dear Shelby:

This seeks your agreement to final counts for Parliament Direct #5.

Background

Parliament Direct #5, the final mailing of 1994, is scheduled to drop beginning November 3rd. It will continue the romance theme established in the four previous mailings. The program will have the following response elements:

- $1.00 off carton/4 packs coupon.
- Order form for continuity collection (Throw blanket, and Hurricane Candle Holder).
- Survey.

Audience Selection

A total of 210,000 Parliament smokers will be selected to receive this mailing. The following criteria was used:

Cell	Description	Count
1	Qualified 1994 Direct #4 Recipients	196,536
2	'92 Non-Responders who resp '93 or '94 program	1,209
3	Parl smokers since DM#4, resp '94 pgm, age 35-44	7,187
4	Parl smokers since DM#4, resp '94 pgm, Fem 25-34	3,702
5	Parl smokers since DM#4, resp '94 pgm, Male 25-34	1,366
	Total	210,000

Residents of Kansas were suppressed since they are restricted from receiving multiple continuity offers. And standard suppression (no-mails, opt-off's, Florida grandfathered/non-signatured smokers and Florida hurricane zip residents) was applied to all audience groups.

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Source: https://www.industrydocuments.ucsf.edu/docs/rlfm0004

Next Steps
As evidence of your approval of these final counts please sign below and fax back to me today by 3:00 PM CST. The pull will then be executed today and tapes will be sent to the laser vendor by 10/3.

If you have any questions please call.

Sincerely,
LEO BURNETT U.S.A.

Thomas F. Claggett

Shelby Rafferty
PM/NY

cc: Russell Weiner, Larry Kimmel, Dorothy Barnett - K&D
Margaret Yates - PM/NY
Jeff Hassman - LBCo.

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